

# Verb Ninja Privacy Policy

**Effective Date:** July 2025

**Last Updated:** July 2025

## 1. Purpose

VerbNinja.com is committed to protecting the privacy of students, educators, and customers. This policy outlines how we collect, use, store, and protect personal information when our website is used in educational settings or for curriculum purchases.

## 2. What Data We Collect

VerbNinja.com collects minimal data necessary to provide language learning services and fulfill online purchases.

### **For student learning activities:**

- User-provided names (can be first name or pseudonym)
- Email addresses (used for login and password recovery)
- Activity scores and progress data
- IP addresses (used for security monitoring)

### **For curriculum sales and transactions:**

- Name and email address
- Billing information, including billing address and payment method (collected securely through Stripe or PayPal)
- Purchase history

**Note:** Verb Ninja does not store full payment card numbers. All payment information is handled securely by trusted third-party processors.

### 3. How We Use the Data

**For educational users:**

- To track and report student progress
- To enable login, password recovery, and saved activity history
- To secure user accounts and protect against abuse

**For customers:**

- To process and deliver digital purchases
- To provide email receipts and customer support
- To maintain accounting and legal records

**We do NOT:**

- Sell or share data with advertisers or marketers
- Use student data for commercial profiling
- Collect or store full credit card details

### 4. Data Storage and Security

User data is stored securely using industry best practices.

- All data in transit is encrypted via HTTPS
- User data is stored on encrypted servers managed by **HostGator**, our hosting provider
- Access to data is restricted to essential personnel under strict access controls

- **Wordfence** security software is used to monitor for malicious activity, block threats, and secure the WordPress platform
- We regularly update plugins, themes, and systems to protect against vulnerabilities

**In the event of a data breach:**

We will notify affected users and schools within **72 hours** via direct email and/or notice on the website. We will immediately begin containment, investigation, and resolution procedures.

## **5. Data Retention and Deletion**

**For student users:**

- Accounts inactive for 12 months are flagged for deletion
- Users or schools may request deletion at any time
- Deletion requests are completed within 30 days

**For customers:**

- Financial records are retained for 7 years for tax and legal compliance
- Customers may request deletion of their user accounts (not including financial transaction records)

## **6. User Rights**

We support the rights of parents, guardians, schools, and customers to:

- Access their personal data
- Request corrections to their data
- Request deletion of data (excluding legally required financial records)

Requests are processed within 10 business days.

## 7. Legal Compliance

VerbNinja.com complies with:

- FERPA (Family Educational Rights and Privacy Act)
- COPPA (Children's Online Privacy Protection Act)
- SOPPA (Illinois Student Online Personal Protection Act)
- California SOPIPA, NY Ed Law 2-d, and other state student privacy laws
- Applicable data retention and financial record-keeping laws

## 8. Use of Cookies

Verb Ninja uses cookies to:

- Maintain secure user sessions
- Improve user experience and functionality
- Track anonymous site usage data (not for marketing)

Users may manage cookies through their browser settings.

## 9. Changes to this Policy

If we make **material changes** to how we collect, use, or share personal information, we will notify users:

- Via email (when available), and
- Through a notice on our website or in-app interface

Continued use of the platform after such changes constitutes acceptance.

## 10. Transfer of Information

In the event of a **merger, acquisition, or asset sale**, users will be notified prior to the transfer of any personal data.

- Users will have the option to opt out of having their information transferred
- Any successor organization will be required to maintain equal or stronger privacy and security safeguards

## 11. Third-Party Services

We disclose limited user information to the following trusted service providers for secure service delivery:

- **Stripe / PayPal** – Payment processing
- **HostGator** – Secure data hosting
- **Wordfence** – Website and user security
- **SendGrid or other SMTP provider** – Email notifications and receipts
- **(Optional) Google Analytics** – Anonymized site usage metrics

All third-party providers are required to maintain security safeguards that are equal to or stronger than our own. No data is shared for advertising purposes.

## 12. Contact Information

For questions, data access requests, deletion requests, or DPA agreements, please contact:

**Verb Ninja**

<https://www.verbninja.com>

 [support@verbninja.com](mailto:support@verbninja.com)

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